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**From:** Todd Pendleton  
**Sent:** Friday, October 07, 2011 6:46 PM  
**To:** Michael Pennington; Dale Sohn  
**Cc:** Brian Rosenberg; Seung Hyun Choi; Brian Wallace; Joanne Lovato; Ji-Ung Park  
**Subject:** RE: Use Google to attack Apple?

Hey Michael,

We are going to execute what you are recommending in our holiday GSII campaign and go head to head with iPhone 4s.

We are working on a very aggressive strategy touting our advantages in hardware and software.

In the process we will demystify the perceived Apple advantage (ecosystem/services) by showing how consumers can easily switch to Android and have more personalization/more choice by being part of the Samsung ecosystem.

More to come soon...

Best, TP

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**From:** Michael Pennington  
**Sent:** Friday, October 07, 2011 8:28 PM  
**To:** Dale Sohn; Todd Pendleton  
**Cc:** Brian Rosenberg; Seung Hyun Choi  
**Subject:** RE: Use Google to attack Apple?

Looking deeper into iPhone 4S, it is clear Apple is not worried about us as a hardware competitor, which is where we are focusing. They are continuing to focus on the USER EXPERIENCE, which ultimately puts Google in the center of the target. I only bring this up because I passionately believe we must do something now, with or invisibly behind Google, to establish our collective advantages in consumer's minds.

Example: Google's core strength, Search Engine, can be radically minimized by Apple's new iPhone 4S implementation of Siri. See Google's "Burning Platform" issue below. I took this from a CNET article.

""...But when roughly 66 percent of your mobile search traffic comes from a platform that now has an "intelligent assistant" making its own queries *without* the help of Google, a strategy change may be in the cards sooner than later. So far, Google is remaining mum on Siri.""

My point is, Google must be as motivated as we should be at this point.

Unfortunately, Steve Job's passing has led to a huge wave of press coverage of Apple's and iPhone's "superiority", all created by the, "passionate, tireless, perfectionist..." The point here is that there is an unintended benefit for Apple, since the external messages by 3<sup>rd</sup> parties are all highlighting and/or supporting the consumer perception that Apple products are superior, since Jobs' was such a visionary and perfectionist. What consumer wouldn't feel great about purchasing a device developed by such a person.

Sorry to continue to push this issue, but I have seen this far too long and I know this is our best opportunity to attack iPhone. If there is no consensus on the approach I initially proposed, I will stop pushing, but I would like to better understand our strategy so I can align with that.

Regards,  
Mike

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**From:** Dale Sohn  
**Sent:** Tuesday, October 04, 2011 5:15 PM  
**To:** Michael Pennington; Todd Pendleton  
**Cc:** Brian Rosenberg; Seung Hyun Choi  
**Subject:** RE: Use Google to attack Apple?

Mike,  
Thank you for sharing your thoughts on this. We need to take advantage of this chance. One company without core competence cannot generate continuous innovation. Time is coming now.  
Dale

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**From:** Michael Pennington  
**Sent:** Tuesday, October 04, 2011 5:09 PM  
**To:** Dale Sohn; Todd Pendleton  
**Cc:** Brian Rosenberg; Seung Hyun Choi  
**Subject:** Use Google to attack Apple?

Dale,

Below is a Fierce Wireless table showing a limited spec comparison with the new iPhone 4S. Obviously, we continue to have better products/specs available in the marketplace. As you have shared previously, we are unable to battle them directly in our marketing. If it continues to be Samsung's position to avoid attacking Apple due to their status as a large customer, can we go to Google and ask them to launch a campaign against Apple, based on the many better Android options available in the market for Q4.

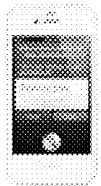


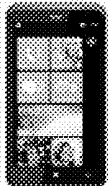



Many customers have been waiting to upgrade to the new version, so timing is critical. Now that Apple is potentially disappointing their loyal customer base, we must communicate the numerous better options available.

Seems Google should be asked to carry their own weight in this battle. However, we could arrange a co-op arrangement for them if they use or device prominently in their marketing campaign. Is Ice Cream Sandwich strong enough to go head to head with iOS 5?

I believe this type of campaign is long overdue.

Regards,  
Mike

### Chart: iPhone 4S vs. the competition

	 iPhone 4S	 Samsung Galaxy S II	 BlackBerry Bold 9900	 HTC Titan	 Motorola Droid Bionic	 Nexus Prime	 Nokia's first Windows Phone
<b>OS</b>	iOS 5	Android 2.3	BlackBerry 7	Windows Phone 7.5	Android 2.3	Android 4?	Windows Phone 7.5?
<b>Processor</b>	Apple A5 dual-core	Samsung 1.2 GHz dual-core	1.2 GHz Qualcomm	1.5 GHz Qualcomm Snapdragon	1 GHz dual-core Texas Instruments	?	?
<b>Wireless</b>	HSPA+ 14.4/EV-DO Rev. A	HSPA+ 21/EV-DO Rev. A	HSPA+ 14.4/EV-DO Rev. A	HSPA+ 14.4	EV-DO Rev. A/LTE	?	?
<b>Lowest price (on contract)</b>	\$199	\$199	Varies	Unannounced	\$299	?	?
<b>U.S. Carriers</b>	AT&T, Verizon, Sprint	AT&T, Sprint, T-Mobile	Verizon, Sprint, T-Mobile	AT&T	Verizon	?	?
	Siri voice control and 8-MP camera	Slim design, bright screen	Upgraded OS and "liquid graphics"	4.7-inch screen and slim design	The fastest Android phone with LTE	While it's only a rumor so far, the device could	While Nokia hasn't announced anything yet, many expect the